IN THE CLAIMS

Please cancel claims 2-3, 13, and 20-23.

Please amend the claims as follows.

1. (Currently Amended) An apparatus comprising:

at least one processor;

a memory coupled to the at least one processor;

a web page residing in the memory, the web page including a plurality of links; and

a web page development environment residing in the memory and executed by the at least one processor, the web page development environment comprising a disambiguator that processes the plurality of links, and if multiple links in the web page are identical and point to a same page, changing at least one of the multiple links to assure each of the plurality of links in the web page is unique, the web page development environment displaying the plurality of unique links in the web page in a manner that provides a visual indication of frequency of use for ~~at least one portion of~~ each unique link in the web page.

2-3. (Cancelled)

4. (Currently Amended) The apparatus of claim [[3]] 1 wherein the disambiguator processes the plurality of links before the web page is published.

5. (Currently Amended) The apparatus of claim [[3]] 1 wherein the disambiguator uniquely names each link in the web page.

6. (Currently Amended) The apparatus of claim [[3]] 1 wherein the disambiguator creates a redirection page for each link that is identical to a first link.

7. (Currently Amended) The apparatus of claim [[3]] 1 wherein the disambiguator copies and renames a web page for each link that is identical to a first link, and causes the link to point to the renamed web page.

8. (Currently Amended) The apparatus of claim [[2]] 1 further comprising an access log residing in the memory, the access log indicating historical frequency of use for each of the plurality of links in the web page.

9. (Original) The apparatus of claim 1 wherein the web page development environment displays at least one search term in the web page in a manner that indicates frequency of use for the at least one search term in invoking the web page.

10. (Currently Amended) A method for processing and displaying a web page that includes a plurality of links, the method comprising the steps of:

(A) processing the plurality of links, and if multiple links in the web page are identical and point to a same page, changing at least one of the multiple links to assure each of the plurality of links in the web page is unique;

~~(A)~~ (B) determining frequency of use information for past accesses of the web page; and

~~(B)~~ (C) displaying the plurality of links in the web page ~~with highlights on at least one portion of the web page~~ according to the frequency of use information in a manner that provides a visual indication of frequency of use for each unique link in the web page.

11. (Currently Amended) The method of claim 10 wherein step [[(A)]] (B) comprises the step of examining frequency of use information for the web page from an access log corresponding to the web page.

12. (Currently Amended) The method of claim 10 wherein the ~~highlights~~ visual indication visually indicate a range of frequency of use.

13. (Cancelled)

14. (Currently Amended) The method of claim 10 ~~wherein step (B) comprises~~ further comprising the step of displaying at least one search term in the web page in a manner that indicates frequency of use for the at least one search term in invoking the web page.

15-18 (Cancelled)

19. (Currently Amended) A program product comprising:

(A) a web page development environment that comprises a disambiguator that processes a plurality of links in a web page, and if multiple links in the web page are identical and point to a same page, changing at least one of the multiple links to assure each of the plurality of links in the web page is unique, the web page development environment displaying ~~displays a~~ the plurality of unique links in the web page in a manner that provides a visual indication of frequency of use for ~~at least one portion of~~ each unique link in the web page; and

(B) ~~computer-readable signal bearing~~ recordable media bearing the web page development environment.

20-23. (Cancelled)

24. (Currently Amended) The program product of claim [[23]] 19 wherein the disambiguator processes the plurality of links before the web page is published.

25. (Currently Amended) The program product of claim [[23]] 19 wherein the disambiguator uniquely names each link in the web page.

26. (Currently Amended) The program product of claim [[23]] 19 wherein the disambiguator creates a redirection page for each link that is identical to a first link.

27. (Currently Amended) The program product of claim [[23]] 19 wherein the disambiguator copies and renames a web page for each link that is identical to a first link, and causes the link to point to the renamed web page.

28. (Currently Amended) The program product of claim [[22]] 19 wherein the web page development environment reads the frequency of use information from an access log that includes historical frequency of use for each of the plurality of links in the web page.

29. (Original) The program product of claim 19 wherein the web page development environment displays at least one search term in the web page in a manner that indicates frequency of use for the at least one search term in invoking the web page.

Please add the following new claims.

30. (New) The apparatus of claim 1 wherein the visual indication for a selected link comprises change of font size in text corresponding to the selected link.

31. (New) The method of claim 10 wherein the visual indication for a selected link comprises change of font size in text corresponding to the selected link.

32. (New) The program product of claim 19 wherein the visual indication for a selected link comprises change of font size in text corresponding to the selected link.

33. (New) An apparatus comprising:

at least one processor;

a memory coupled to the at least one processor;

a web page residing in the memory, the web page including a plurality of links;

an access log residing in the memory that includes:

frequency of use information for the plurality of unique links in the web page; and

frequency of use information for at least one search term used in invoking the web page;

a web page development environment residing in the memory and executed by the at least one processor, the web page development environment comprising a disambiguator that processes the plurality of links before the web page is published, and if multiple links in the web page are identical and point to a same page, changing at least one of the multiple links to assure each of the plurality of links in the published web page is unique by performing one of (A), (B) or (C) below:

(A) associating a unique identifier with each multiple link;

(B) for a first selected multiple link that is not the most frequently taken, creating a redirection page, and pointing the first selected link to the redirection page;

(C) for a second selected multiple link that is not the most frequently taken, creating a copy of the target web page, and pointing the second selected multiple link to the to the copy of the target web page;

the web page development publishing the web page with the plurality of unique links, the web page development environment displaying the plurality of unique links in the published web page in a manner that provides a first visual indication of frequency of use for each unique link in the web page as indicated in the access log, the first visual indication comprising at least one of:

change in font style;

change in font size;

change in font color;

change in background color;

change in foreground color;

blinking; and

addition of an indicator near a link;

the web page development environment displaying text in the published web page in a manner that provides a second visual indication of frequency of use for the at least one search term used in invoking the published web page as indicated in the access log, the second visual indication comprising at least one of:

change in font style;

change in font size;

change in font color;

change in background color;

change in foreground color;

blinking; and

addition of an indicator near text in the published web page corresponding to a search term.

STATUS OF THE CLAIMS

Claims 1-29 were originally filed in this patent application. In response to the Restriction Requirement dated 11/23/2007, an Election of Claims and Amendment was filed on 12/12/2007 that cancelled claims 15-18. In the pending office action dated 05/01/2008, claims 19-29 were rejected under 35 U.S.C. §101 as being directed to non-statutory subject matter. Claims 1-2, 9, 19-22 and 29 were rejected under 35 U.S.C. §103(a) as being unpatentable over U.S. Patent No. 7,233,950 to Smith III in view of U.S. Patent Application Publication No. 2002/0129058 to Story *et al.* (hereinafter Story"). Claims 3-5, 7, 23-25 and 27 were rejected under 35 U.S.C. §103(a) as being unpatentable over Smith III in view of Story and further in view of U.S. Patent No. 7,257,598 to Toivonen. Claims 6 and 26 were rejected under 35 U.S.C. §103(a) as being unpatentable over Smith III in view of Story, Toivonen and U.S. Patent No. 6,578,078 to Smith *et al.* (hereinafter "Smith"). Claims 8 and 28 were rejected under 35 U.S.C. §103(a) as being unpatentable over Smith III in view of Story and U.S. Patent Application Publication 2003/0038836 to Ronald *et al.* (hereinafter "Ronald"). Claims 10 and 12-14 were rejected under 35 U.S.C. §103(a) as being unpatentable over Smith III in view of U.S. Patent No. 6,877,137 to Rivette *et al.* (hereinafter "Rivette"). Claim 11 was rejected under 35 U.S.C. §103(a) as being unpatentable over Smith III in view of Rivette and Ronald. No claim was allowed. In this amendment, claims 2-3, 13 and 20-23 have been cancelled, claims 1, 4-8, 10-12, 14, 19 and 24-28 have been amended, and claims 30-33 have been added. Claims 1, 4-12, 14, 19 and 24-33 are currently pending.